



REQUEST FOR PROPOSALS:

Georgia Avenue-Petworth Metro Station Site – Parcel A

In the Petworth Neighborhood
Washington, D.C.

Offered by:
The Government of the District of Columbia
The Office of the Deputy Mayor for Planning and Economic Development

August 1, 2003

Responses Due: October 15, 2003



Government of the District of Columbia, Anthony A. Williams, Mayor

Georgia Avenue-Petworth Metro Station Site – Parcel A Request for Proposals

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The Government of the District of Columbia hereby requests proposals for the purchase or ground lease for development of the Georgia Avenue-Petworth Metro Station Parcel A. The site is located in Square 2900, at the northwest intersection of Georgia Avenue and New Hampshire Avenue, NW, in the Petworth neighborhood.

1 Introduction

Great urban neighborhoods are made up of great housing choices, neighborhood amenities such as parks and schools, walk-able shopping areas, diverse populations, distinctive public spaces, and superior mass transit. Opportunities for redevelopment in the city's neighborhoods are opportunities to increase diversity, add amenities that currently do not exist and raise the standard for development and hence the quality of life for residents.

With this general goal in mind, the District of Columbia is pleased to request the response of accomplished local and national development and design teams to this major opportunity for the first parcel in the revitalization of Georgia Avenue in the Petworth neighborhood. As a location, the site's advantages are many and include:

- A site at a major transit location with accessibility to the entire Metro system via the Green Line Metrorail station and frequent bus service on Georgia Avenue;
- Long visibility and frontage along one of the city's main thoroughfares;
- Proximity to Howard University, Washington Hospital Center, Children's Hospital, Veterans Affairs Medical Center, Walter Reed Army Medical Center, U.S. Soldiers and Airmen's Home, and the Catholic University of America;
- A stable, diverse, mixed-income neighborhood;
- Proximity to substantial community amenities including Raymond Recreation Center, Petworth Branch Library, Grant and Sherman Circles, and the Piney Branch section of Rock Creek Park;
- Underserved retail market with land area large enough to accommodate mixed-use development; and
- City policies that support development at transit sites throughout the city.

1.1 Mayor's Neighborhood Revitalization Goals

Neighborhoods are the building blocks of the future of Washington, D.C. as one magnificent city. The District's citywide Neighborhood Revitalization Initiative embraces ten strategies to build strong, vibrant neighborhoods:

- 1) Empowering Residents: Strategic Neighborhood Action Plans (SNAPs)
- 2) Delivering Quality Services: Neighborhood Services Initiative (NSI)
- 3) Investing in Strategic Areas: Strategic Neighborhood Investment Program (SNIP)
- 4) Generating Quality, Affordable Housing
- 5) Eliminating Blight: Home Again Initiative
- 6) Modernizing and Re-envisioning Schools
- 7) Enhancing Neighborhood Business Districts: reSTORE DC Program
- 8) Leveraging Assets: Transit-Oriented Development (TOD)

- 9) Creating New Neighborhoods
- 10) Partnering with Anchor Institutions

Three key revitalization strategies for the Georgia Avenue-Petworth Metro Station site are *Empowering Residents: Strategic Neighborhood Action Plans (SNAPs)*; *Generating Quality, Affordable Housing and Leveraging Assets: Transit-Oriented Development (TOD)*.

Strategy #1: Empowering Residents: Strategic Neighborhood Action Plans (SNAPs).

As part of Mayor Anthony Williams' initiative to link neighborhood-based planning to District budget prioritization, the Office of Planning has initiated an ambitious effort to develop Strategic Neighborhood Action Plans (SNAPs) in each of the 39 Neighborhood Clusters throughout the city. In these Plans, neighborhoods have prioritized the key issues in their neighborhoods and identified specific action steps to bring about change. Petworth is located in Neighborhood Cluster 18, which also includes the neighborhoods of Brightwood Park, Crestwood, and 16th Street Heights. Throughout the planning process, citizens identified three priority ingredients as vital for a livable community: 1) Clean, Safe and Healthy Neighborhoods; 2) Quality Education and Educational Facilities; and 3) Quality Neighborhood-Oriented Economic Development. Attracting quality retail businesses was among the top priorities. Specifically, citizens want to see more revitalization efforts along the Georgia Avenue corridor.

Strategy #4: Generating Quality, Affordable Housing.

The increased attractiveness of the District has fueled one of the strongest real estate markets in decades. Through the Cluster 2 SNAP, which includes the neighborhoods of Park View, North Columbia Heights, and Pleasant Plains, citizens made the availability of quality, affordable housing a top priority. The Mayor proposed and the Council passed the Housing Act of 2002, which: 1) protects affordable housing and prevents displacement; and 2) protects and produces more affordable housing by dedicating recordation and transfer taxes to the Housing Production Trust Fund.

Strategy #8: Leveraging Assets: Transit-Oriented Development (TOD).

TOD is a complementary strategy to help leverage Washington's efforts to retain, stabilize and grow its residential population; to strengthen the city's fiscal well being; and to offer a wide range of attractive mixed-income housing stock for a diverse and dynamic city. TOD integrates into and enhances existing neighborhoods, encourages compact development and offers critical services, shopping, housing and employment near transit stations, giving them convenience and creating a sense of community. TOD plays an important role in reducing traffic congestion, improving air quality, increasing transit use, and leveraging the District's \$1 billion investment in our world-class transit system to improve neighborhood and resident opportunities and amenities.

TOD in the District of Columbia is a land use strategy to accommodate new growth, strengthen neighborhoods and expand choices and opportunities by capitalizing on bus and rail assets to stimulate and support vibrant, compact, diverse and accessible neighborhood centers within an easy walk of transit.

As a livability strategy, TOD helps to manage growth while preserving quality of life, fostering distinctive design and amenities. Design principles should embody preservation of the architecture and character within the neighborhood and enhance the public realm. Urban design elements should increase pedestrian safety, as well as improve built edges, public frontages and retail storefronts.

1.2 Georgia Avenue Revitalization Initiative

Seeing the need to encourage significant change along Georgia Avenue, in June 2000, Mayor Williams committed \$111 million to improving the entire corridor, including portions in both Wards 1 and 4. The initiative includes a variety of projects for streetscape enhancements, business services expansion, façade improvements, housing rehabilitation and open space development. Currently, \$38.75 million in projects are underway in Ward 4, including \$9 million in housing; \$251,200 in commercial; \$18.6 million in infrastructure; \$7.8 million in parks and recreation; \$31.3 million in public facilities; and \$35,000 in public art. An additional \$19.25 million has been allocated for projects in Fiscal Year 2003-04.

1.3 Georgia Avenue-Petworth Metro Station Area and Corridor Plan

In August 2002, the District of Columbia Office of the Deputy Mayor for Planning and Economic Development (DMPED) and the Office of Planning issued a Request for Expressions of Interest (RFEI) to assess private sector interest for the District-owned site located adjacent to the Georgia Avenue-Petworth Metro Station. Under Mayor Anthony Williams' Government Center Initiative, the site was a previously proposed location for the Department of Motor Vehicles (DMV) headquarters. The District of Columbia recognizes that the Georgia Avenue corridor is a prime location for revitalization and that a strategy is needed to attract investment, create jobs, enhance the corridor's image and celebrate community pride. In March 2002, the Office of Planning, with support from a consultant team, commenced a community planning process to develop a strategic development plan for redevelopment sites and a commercial revitalization strategy for the corridor.

Throughout this process, the community has worked in partnership with neighboring civic associations, and related District elected officials and government agencies. A Georgia Avenue-Petworth Metro Station Steering Committee was formed to bring the work and research over the past three years to a conclusion and consensus for action, and to guide the direction that this project, plan and partnership will take.

The major directives of the community are as follows:

- The development should serve the retail needs of the community and create an active pedestrian friendly environment.

- The development should be the centerpiece of a “Town Center” where residents can meet, shop and patronize quality businesses, and enjoy civic spaces, and gain access to transit
- The development’s architectural image will conform to the neighborhood character while providing desired uses.”

1.4 Petworth Community

The Petworth neighborhood contains approximately 21,000 residents. While the majority of the neighborhood is African-American (76 percent), over the last ten years, the neighborhood has become increasingly diverse. Approximately 19 percent of residents are of Hispanic origin. There are approximately 7,500 occupied housing units in the neighborhood with 58 percent of these units are owner-occupied. The median household income for the area is approximately \$41,000.

- 2. The Petworth neighborhood and the Green Line**
 - 2.1 History of the Area/Neighborhood Characteristics**
 - 2.2 Current Development Activities on the Green Line**
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2.1 History of the Area

The site sits at the crossroads of the Petworth, Park View and North Columbia Heights neighborhoods. The Petworth neighborhood, from where the Metro station derives its name, is the largest and most well-known of the nearby communities. Petworth is defined as roughly from 14th Street NW in the west, to Rock Creek Church Road in the east, to the south by Spring Road and Decatur Street in the north. The neighborhood is home to about 20,000 residents and existing retail establishments, mostly along Georgia Avenue. Several public schools are also part of the neighborhood as are locations for District social services.

The neighborhood developed as part of northward growing streetcar suburbs along the extension of Georgia Avenue from downtown Washington, DC, to Silver Spring, Maryland. The community prospered in the 1920's as a middle-class neighborhood with the construction of many houses of worship, schools and residences.

The predominant building type in the Petworth area is the attached row or town house; interspersed are several moderate to medium-sized apartment houses. Many of these houses were built as long rows or strings of many connected houses with similar facades, lending a graceful unity to many streets. Unlike older nearby communities in Shaw and the Dupont Circle area, many of the row houses of the Petworth neighborhood were built with front porches extending across the entire width of the front of the house. This lends a unique character to the residential streets and helps to provide a cool, shady exterior room and respite from the DC summer.

Most of the row houses are two to three story buildings built originally with two to four bedrooms. Almost all of the blocks in the neighborhood have alley access, and many houses also accommodate parking in the rear with access from the alley.

Neighborhood Characteristics

Georgia Avenue is the main retail street of the Petworth neighborhood, running from downtown Washington, DC, and through to suburban areas north of Silver Spring, Maryland. Retail establishments extend along the length of Georgia Avenue, north and south from the Metro station area. Like many of the original boulevards of the city plan, Georgia Avenue is a very wide avenue at 90 feet (building face to building face) and significantly wider than most residential streets in Petworth.

When the District adopted zoning regulations in 1920, most of the major avenues were dedicated to commercial or retail uses at the ground floor. This zoning designation partially explains the continuity of retail uses on Georgia Avenue. However, many retail establishments are located in row houses that have been converted to retail uses over

time, leaving a streetscape with a somewhat disjointed, ad hoc appearance. Few retail establishments in the area were designed as retail store fronts.

Other building types can be found in the neighborhood, such as apartment buildings, ranging from three to six levels and single-family detached houses. Strip-style retail establishments, catering to the heavy automobile traffic that moves along Georgia Avenue, have also begun to appear in the neighborhood, further degrading street fronts and threatening to make the neighborhood look like so many suburban strips that proliferate in suburban areas.

New Hampshire Avenue, also one of the original streets of the city plan although this section was built in the 20th century, crosses Georgia Avenue just south of the Georgia Avenue- Petworth Metro Station. In Petworth, New Hampshire Avenue is primarily a residential address. Its intersection with Georgia Avenue creates a very wide intersection and as a result, a challenge for pedestrian crossings.

The neighborhood is also the location of several schools, a branch of the city's public library system, and many old and new congregations of diverse religious faiths.

Modern mass transit was enhanced in Petworth with the opening of the Green Line Station in the spring of 1999. The Green Line connects suburban Prince George's County with the District and continues southward, past Howard University into the downtown and crosses the river into neighborhoods south of the Anacostia River. It is the only line of the entire system that traverses the city in a north/ south direction. The area is also served by one of the most heavily used bus lines in the city running along Georgia Avenue and 7th Street NW. The corridor is currently being examined as a leading candidate for the next generation of transit in the District of Columbia – light rail transit or trolley service.

2.2 Current Development Activities on the Green Line

The Green Line is one of the fastest growing transit corridors in the Washington metropolitan area. The last of the major metro lines to be completed, the opening of stations along its length has spurred economic development activity from Anacostia in the south to the termination of the line at the Greenbelt station in suburban Maryland.

Stations within several stops of the Georgia Avenue- Petworth are seeing major redevelopment initiatives that include housing of many types and income levels, retail development and associated infrastructure improvements to public facilities and streets. One stop away to the south in Columbia Heights, new construction either planned or underway is bringing about 1,500 new housing units to that neighborhood in more than \$40 million worth of construction activity, much of it concentrated at the transit site.

One stop to the northeast at Fort Totten, developers are in the initial stages of new and redevelopment activity that will bring over 700 new residential units and about 15,000 square feet of new retail development to the neighborhood.

Towards downtown, Howard University's Town Center RFP has attracted interest of the development community in the redevelopment of 2.2 acres of land to the west of the campus along Georgia Avenue for a mixed-use "main street" of high density residential, office, academic and community-serving retail development. The Howard project has solicited proposals from developers and envisions a major transformation of Georgia Avenue.

In addition to development occurring at transit stations, the National Capital Revitalization Corporation (NCRC) is in the process of assembling a site in the 4100 block of Georgia Avenue between Taylor and Upshur Streets for a national sit-down restaurant and potential housing development. NCRC is also assembling the 3800 block of Georgia Avenue for mixed-use development with housing and ground-level retail space.

In general, transit locations with development sites nearby have become the preferred site for new housing in the District. Trends are showing that home purchasers are seeking out locations with convenient access to transit.

2.3 Local Market Trends

The Petworth neighborhood's rental housing stock consists of a few small to medium apartment complexes, townhouses and apartments within divided single-family homes. This inventory indicates a relatively tight market for rental units with occupancy rates at most complexes ranging from 95 to 98 percent. Typically, a healthy rental market would have occupancies of roughly 95 percent to allow for vacancies between tenants to clean and repaint. In addition the inventory showed rents ranging in price from \$625 to \$1,925 a month. The market analysis for this property has determined that the Petworth neighborhood can support residential rents ranging from \$1.60 to \$1.80 per square foot.

Current low interest rates and the high price of single-family housing in the District of Columbia have increased the demand for lower priced ownership units. Although the market for condominiums in the Petworth community is as yet unproven, the market analysis for this property has determined that the Petworth neighborhood can support residential condominium apartments. These units should range in price from \$200 to \$245 per square foot. This would result in sale prices for a one-bedroom unit between \$180,000 and \$195,000 and for a two-bedroom unit between \$200,000 and \$225,000 for market rate units.

3 The Georgia Avenue-Petworth Metro Station Site

3.1 Site Profile

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3.3 Zoning

3.4 Program Elements

3.5 Development Incentives

3.6 WMATA Approval

3.1 Site Profile

The Georgia Avenue-Petworth Metro Station Parcel A site is located in Square 2900. The property consists of the following nine tax lots: Lots 42, 43, 805, 806, 812, 816, 817, 818 and 819. The square is bounded by Quincy Street to the north, Georgia Avenue to the east, Rock Creek Church Road to the south, and 9th Street to the west. These lots form an "L" shaped property of approximately 58,909 square feet in size (see Aerial Image).

The southern lots (Lots 42, 805, 806, 816, 817, 818 and 819) are zoned C-3-A, which is defined as moderate density shopping and service areas and permits a maximum of 4.0 residential development with a lot occupancy of 75 percent and up to 2.5 FAR of other permitted uses such as retail and office. Building heights are permitted up to 65 feet in height.

The northern lots (43 and 812) are split zoned with the eastern side facing Georgia Avenue zoned C-3-A and the western side facing 9th Street zoned R-4, which is defined as moderate density row houses and requires minimum lot width of 18 feet, minimum lot size of 1,800 square feet and maximum lot occupancy of 60 percent.

The context immediately adjacent to the Metro site includes row houses in fair to good condition on Quincy and 9th Streets and a five-story apartment building on the corner of Quincy Street and Georgia Avenue. The 3800 block of Georgia Avenue (across and just north of the subject site) contains a vacant gas station site, small businesses in one to two story buildings on small lots, two recently demolished buildings and a long-time funeral home establishment at the corner of Randolph Street and Georgia Avenue.

The Georgia Avenue Metro Station, a central feature of this site, operates in conjunction with a long pick-up and drop-off zone for Metro buses along Georgia Avenue, which will also remain. The Georgia Avenue-Petworth station leads to the train platform situated under the right-of-way of Georgia Avenue. The at grade station elements, such as the elevator and the set of steps and escalator, will remain in place and must at all times be accessible during construction.

The site slopes approximately 12 feet from north to south with the higher elevation to the north. A small alley runs north-south through the center of the block from the south to the midpoint of the block. This alley will remain in place for future

development as it also provides access to off-site parcels that share the block with the site. In the project area, the alley may be extended or left in the current configuration.

The site has excellent transportation access via Metrobus or the Green Line on Metrorail, and along major thoroughfares such as Georgia Avenue or New Hampshire Avenue.

The Washington Metropolitan Area Transit Authority's (WMATA) 2002 District of Columbia Transit Development Study also recommends light rail as a transit option worth further study for a variety of corridors, including Georgia Avenue. Georgia Avenue would be a key part of an 11.1 mile line extending from the Silver Spring Metrorail Station, down the entire length of Georgia Avenue and continuing on to near Southeast DC via 7th Street and terminating at the Minnesota Avenue Metrorail Station. WMATA concludes that this proposed route should take priority since it would create a new major north-south connector, absorb current and future demand in a corridor currently nearing bus capacity, support areas undergoing significant economic redevelopment and serve low-income and transit-dependent households.

3.2 Design Principles

The District places a high value on excellence and innovation in architecture and urban design. The community has been working with District agencies to formulate a coherent set of design goals for new development at the site. The design should promote the goals envisioned for the Georgia Avenue corridor, increase the vitality of the Petworth neighborhood and set the standard for revitalization and redevelopment projects to follow. Design quality and innovation will play an important role in project selection.

This site is viewed as the first stage of overall redevelopment for the Petworth neighborhood and will be the catalyst for projects and redevelopment activities to follow. Specific design challenges require a coherent connection between the existing urban context and the project. The project also has the challenge of appropriately addressing the various edges of the development, with particular emphasis on creating a project that is seen as complementary to the Petworth context.

Throughout this process, the community has worked in partnership with neighboring civic associations, and related DC elected officials and government agencies. A Georgia Avenue-Petworth Metro Station Steering Committee was formed to bring the work and research over the past three years to a conclusion and to guide development of the site. These principles will play an important role in the evaluation of proposals. They are:

1. The development should serve the retail needs of the community and create an active pedestrian friendly environment.
2. The ground level of the development should function as a “Town Center” where residents can meet, shop and patronize quality businesses, enjoy civic spaces, and gain access to transit.

3. New development is in character with the surrounding Petworth neighborhood and appropriate in scale and character to each street in the project area with particular attention to respecting the 40' height limit on 9th Street;
4. Development adds new residents to the Petworth neighborhood, brings diversity to the community and includes an affordable component;
5. Development should be a model of transit-oriented development and encourage the use of mass transit;
6. Any new development is completed within two and a half years of the selection of developer;
7. Frontage along Georgia Avenue must have pedestrian-oriented uses, such as retail and restaurants and other neighborhood serving establishments on the ground floor. Wide retail frontages and blank walls are discouraged in favor of many diverse storefronts and windows;
8. Parking must not be visible from the street; priority should be given to residential and short-term retail parking;
9. Urban architecture that creates and supports the making of the public realm, with materials chosen for durability and finish with human scaled features at building bases.



Georgia Avenue-Petworth Metro Station Site – Parcel A

3.3 Zoning

The site is comprised of two zones: C-3-A and R-4.

The R-4 Zone is to the north and west of the site and faces onto Qunicy and 9th Streets, NW. The R-4 zone does not extend to Georgia Avenue. The land area dedicated to R-4 zoning is 11,500 sf.

Uses:	R- 4 is conceived for row dwellings and flats, no provisions for commercial development
Height:	Limited to 40 feet and/or 3 stories
Lot coverage:	Limited to 60% with required rear yard and side yard set-backs.
Parking:	requires one space per dwelling unit for all single family dwellings, one space per two dwelling units for flats, and one space per three dwelling units for all other types.

The rest of site is in the C-3-A zone at 47,400 square feet and permits a maximum of a 4.0 FAR on the site with a commercial limit of 2.5 FAR.

Uses:	The C-3-A is conceived to support mixed- use development.
Height:	Limited to 65 feet
Lot coverage:	Residential limited to 75%.
Parking:	Generally requires one space per 300 square feet (after first 3,000 square feet) for retail uses, one space per 600 square feet (after first 2,000 square feet) for office uses, and one space per two dwelling units for multi-family residential development.

The community has also expressed a preference that heights per the zoning regulations listed above be respected.

Teams may elect to develop with the existing zoning, apply to modify the zoning through a re-zoning process or as a Planned Unit Development (PUD) process. In the submittal, teams should identify if the proposal is being submitted per existing zoning, seeking zoning variances, or as a Planned Unit Development.

In any scenario, all teams should review all applicable District of Columbia Zoning regulations.

3.4 Program Elements

The following program is envisioned for the site:

Housing: 100 units minimum, with a minimum 20% affordable target of the Washington, DC Metropolitan Area Median Income (AMI) for at least 20 years on the following allocation: 5% at 30% AMI and under, 10% at 50% AMI and under, and 5% at 60% AMI and under.

A mix of unit sizes including one, two and three bedroom units.

The community has expressed a preference for homeownership for residential development.

Retail: Minimally 17,000 square feet located on the ground floor.

Parking: Development teams are also encouraged to consider and propose parking alternatives, such as car sharing, public transit subsidies or other methods to help address concerns about traffic and parking issues.

Additional Preferred Program Elements:

The community has recognized the unique opportunity for quality retail development this site offers. Although retail activity exists up and down Georgia Avenue, the community has identified some of the retail establishments recognized as missing or desired in this community. Priority uses include:

- drug store
- restaurant with sit-down table service
- dry cleaners
- coffee/doughnut/bakery shop
- video rental
- financial institution
- mailing, packaging, office supply services
- mix of local and national retailers

Other desired activities include: farmers market; office space for nonprofit organization; business and job training programs for neighborhood residents; youth employment and job training programs; community meeting space and bulletin board; day care facilities; and access to health facilities and/or urgent care facilities.

The following uses are considered not desirable retail uses by the community and will be precluded by deed covenants: liquor stores, laundromats, check cashing stores, taverns, adult entertainment and any drive-thru services.

This RFP process is the first step in the development of an overall revitalization plan for the Georgia Avenue-Petworth corridor. That process will identify other opportunities for development that may also address community wishes in other locations but still within the Petworth neighborhood.

3.5 Development Incentives

The site sits within a District of Columbia Enterprise Zone and bonds for commercial components are available up to \$15 million per issuer.

The District of Columbia Housing Finance Agency also makes available bond financing for development with at least 20 percent affordable units. The Housing Production Trust Fund provides financial assistance to nonprofit and commercial developers to plan and build low to moderate-income housing and related facilities. Housing assistance can be used for rental or homeownership properties. The program has a wide range of housing initiatives that focus on development and preservation.

This community is located in a designated HUBZone, which provides specific contracting benefits to small businesses. The HUBZone Empowerment Contracting Program stimulates economic development and creates jobs in urban and rural communities by providing Federal contracting preferences to small businesses. These preferences go to small businesses that obtain HUBZone (Historically Underutilized Business Zone) certification in part by employing staff that live in a HUBZone. The company must also maintain a "principal office" in one of these specially designated areas. Contracts can be set-aside for HUBZone competition when the contracting officer has a reasonable expectation that at least two qualified HUBZone small business concerns (SBCs) will submit offers and that the contract will be awarded at a fair market price. Eligible HUBZone firms can qualify for higher SBA-guaranteed surety bonds on construction and service contract bids. Respondents should note, however, that unlike the above programs, the Housing Production Trust Fund and other components of the Housing Act of 2002 have limited resources and are only awarded after a highly competitive process.

3.6 WMATA Approval

The site was sold to the District of Columbia by WMATA pursuant to a Joint Development Sales Agreement dated January 4, 2002. The Joint Development Sales Agreement states that the use of the site will be for a District of Columbia government building. It further requires the District to have construction plans, funding and related documents approved by WMATA prior to May 19, 2004. Since changes in land use and schedule are required, the District of Columbia will propose an amendment to the Joint Development Sales Agreement, which must be approved by WMATA's Board of Directors and, possibly, the Federal Transit Administration.

- 4 Submission Requirements and Selection Procedures**
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4.1 Submission Requirements

The Government of the District of Columbia has established the following submission requirements and financial commitments for developers to meet in order to be selected as the developer for the Georgia Avenue-Petworth Metro Station site. Bidders must submit ten (10) printed copies of the RFP submission and a fifty thousand dollar (\$50,000) deposit in the form of a certified or cashier's check, payable to "D.C. Treasurer", to:

Des Bracey
Special Assistant, Housing & Special Projects
Office of Deputy Mayor for Planning & Economic Development
John A. Wilson Building
1350 Pennsylvania Avenue, N.W., Suite 317
Washington, D.C. 20004

by Wednesday, OCTOBER 15, 2003 no later than 4:00 p.m.

The Government of the District of Columbia will not consider submissions that it finds do not comply with these mandatory financial commitments.

The Government of the District of Columbia reserves the right to reject any proposal it deems incomplete or unresponsive to the submission requirements at its sole discretion. The Government of the District of Columbia also reserves the right to reject all proposals and re-advertise at a later date at its sole discretion. In the event that the Government of the District of Columbia determines that it should reject all submissions, all deposits will be refunded.

Bidders are invited to submit more than one development scenario and pricing proposal. Multiple development programs and financial offers by the same principal Development Team will be considered a single submission; each option should be included in the submission.

Team members may participate in submissions from more than one Bidder. If a Bidder wishes to change the composition of the proposed development team at any time in the selection process it must notify the Government of the District of Columbia in writing. The Government of the District of Columbia reserves the right to reevaluate the proposed change to the development team and eliminate it from further consideration.

The Government of the District of Columbia will require similar notification and approval rights following award.

During the 90-day exclusive right period, which may be extended at the Government of the District of Columbia's sole discretion, the selected developer will submit an additional deposit, reach agreement with the District of Columbia on the business details of the Land Disposition Agreement and execute an Exclusive Rights Agreement. If at any time, in the Government of the District of Columbia's sole judgment, there is an impasse, the Government of the District of Columbia may terminate its relationship with the selected developer and grant the second-place developer, if it has selected one, an exclusive right for 90 days to submit the additional deposit, reach agreement on the business terms and execute an Exclusive Rights Agreement.

If the purchase or ground lease is not executed within the 75-day period following approval of the Exclusive Rights Agreement, the District of Columbia may terminate negotiations with the designated developer and begin negotiations with the second-place developer, again assuming one has been selected.

The Government of the District of Columbia will return the initial fifty thousand dollar (\$50,000) deposit and interest earned, if any, to all bidders who are not selected. The return or forfeiture of the selected developer's deposits and interest earned will be at the sole discretion of the Government of the District of Columbia, except that, if the Government of the District of Columbia is unable to deliver the site, all deposits and any interest earned will be returned to the selected developer.

If at any time after the award, but prior to entering into the Exclusive Rights Agreement, the Bidder should decide not to proceed, the Bidder must notify the Government of the District of Columbia in writing and provide adequate reasoning for its decision. A successful Bidder wishing to withdraw may be subject to the loss of part or all of the monetary security posted at the time of award.

For a submission to be complete, the Bidder must submit the following information on standard letter sized format. Bidders are asked to keep the text of their base proposal and summary of supporting information to a minimum.

Qualifications, Experience and Financial Feasibility

To evaluate the capability of each respondent, the Government of the District of Columbia requires the information described below. For the Georgia Avenue-Petworth Metro Station site, this solicitation seeks developers and architectural teams with proven experience in urban, high density, mixed-use housing and retail development.

Team Members

The name, address, telephone number, fax number, and e-mail address (if available) of each principal, partner, or co-venturer participating in the entity the Bidder proposes to develop the site, and of each of the other professional firms identified with the Bidder's proposal;

The name, address, telephone number, fax number and e-mail address (if available) of the representative authorized to act on behalf of the Bidder and who is available to respond to questions or requests for additional information;

Identification of any affiliation or other relationship between any of the members of the proposing team responding to this offering and any development company, parent company, or subsidiary; and

Identification of any relationship between members responding to this offering and any person working for, appointed to a position in, or elected to an office of the District of Columbia Government, NCRC, Office of Planning, DHCD, or any other entity for which there may be even an appearance of conflict of interest.

Qualifications and Experience

1. If the Bidder is not an individual doing business under his or her own name, a description of the status of his or her organization (whether a corporation, a non-profit or charitable institution, a partnership, a business association, or a joint venture) indicating the jurisdiction under whose laws it is organized and operating, and a brief history of the organization and its principals;
2. The principals, partners, or co-venturers participating in the proposal who have agreed to be part of the proposing entity, and a copy of any written agreement;
3. The individual who will be or whose organization will be the managing principal or partner;
4. The nature and share of each participant's financial investment in the project or the proposing entity and the role for each;
5. Relevant projects with which the managing principal or partner and the design architect have had primary involvement, including illustrative material of projects that demonstrate each of their abilities, the name and address for each project identified, the name and telephone number of persons familiar with the development who may respond to inquiries from the Government of the District of Columbia, and the principal, partner, or design architect's role in each project;
6. Illustrative materials that will help the Selection Committee to evaluate the caliber, innovation and relevant experience of the architectural team.
7. References for the managing principal or partner, including names, addresses and telephone numbers, and a letter authorizing each reference to respond to inquiries regarding the design, financing and development of prior projects. One of the references must be a staff member from a public agency who has reviewed a proposal from the Bidder or who has negotiated an agreement with the Bidder.

8. A list of the professionals the Bidder will be employing for this project. For each professional firm, the proposal should include a description of the staff capabilities, the resumes of all senior-level staff who will be working on this project, and information on their role on this project, and their past experience that is directly relevant to this project.

9. If available, the most current report from Dun & Bradstreet or other recognized credit-reporting service for each participating principal, partner, or co-venturer, or any relevant business entity.

10. Bidders may submit additional material that they believe will assist in evaluating the ability of the Bidder, the design architect and any other professional who will be participating in the development. Should the Government of the District of Columbia need additional information, it will request the authorized representative to submit the necessary material.

Financial Feasibility- To evaluate the entity's ability to finance the proposed development, the Government of the District of Columbia requires the following information and forms be completed:

1. A narrative or tabular statement identifying the company or joint venture's ability and commitment to invest capital into the proposed project;

2. Complete Form A, "Pro forma Input," which includes a comprehensive development budget showing the project's total development costs, and itemizing the construction, architectural, engineering and related fees;

3. "Sources and Uses" statement describing the expected equity requirements and sources, the anticipated sources of working capital, and the anticipated sources of permanent and construction debt financing for the project, this is in addition to Form A; and

4. Statements from commercial tenants, institutions or equity partners expected to contribute to the project, describing their financial involvement in and the nature of their commitment to the project.

Should the Government of the District of Columbia require additional material, it will request the authorized representative to furnish the necessary information. To the extent permitted by law, the Government of the District of Columbia will hold all financial information in confidence.

Financial Compensation – The Bidder and all associates should sign the financial proposal. The proposal letter should describe the financial offer in detail, along with any limiting conditions, including treatment of the affordable housing component. Basic development *pro formas* describing estimated development costs and projected project income are also requested and should be provided on Form A, "Pro forma Input." Given that the project size or use composition may vary according to use and final design,

Bidders may submit an alternate format for Form A, "Pro forma Input" and Form B, "Five-Year Cash Flow Projections," with each development option proposed.

Development Program and Concept Plans - The Government of the District of Columbia requires that Bidders identify and describe in detail the elements of its proposed development and the rationale for the particular architectural solution proposed. Bidders may submit multiple development scenarios and are encouraged to describe in detail how they believe each scenario meets or exceeds the Government of the District of Columbia's and the local community's goals and objectives.

The Concept Plans and information on the development program must include:

1. Estimated achievable gross floor area at and above grade (on-site FAR), total gross and net square footage for the proposed development, and the total gross and net square footage for each use by floor;
2. Ten (10) copies of the Concept Plans, which must include the following at the scales indicated:
 - a. Ground Floor plan in context at 1/50" scale that includes the entire block, ground level uses, the adjacent context and exterior landscape features;
 - b. Typical floor at 1/32" scale and 1/32" or 1/50" scale for all other floors. All floors must be illustrated with residential unit sizes indicated;
 - c. Illustrative street elevations at 1/20" scale that includes the surrounding context to the south, north, east, and west; site section at 1/16" that extends across the site in a east- west direction from 9th Street to the east side of Georgia Avenue showing building heights;
 - d. One perspective sketch each (2 total) of the proposal as it appears on 9th Street and on the southeast corner of New Hampshire Avenue and Georgia Avenue showing the Georgia Avenue frontage;
 - e. A massing model measuring 16" (east- west) by 22" (north- south) of the proposal in context at 1/50" scale with the site in the center showing accurate heights of the surrounding context.

All of the above with the exception of "e" mounted on two rigid boards, measuring 24" by 36", horizontal format.

Each written submission shall be accompanied by a complete set of the Concept Plans and Elevations reduced to 8 1/2" by 11";

3. A description of the proposed exterior materials;

4. An analysis of the development project's impact on transit ridership that identifies the additional total daily ridership. To generate this data, the Bidder must use Form C, "Transit Ridership Calculation" provided in the Appendix.
5. The total number of residential units by size and both the range and the average net square footage for each unit size. Gross square feet by all land uses for all above and below grade space, including a breakdown of the unit count for each proposed residential unit type, included in Form A;
6. The number and total percentage of affordable housing units, the amount and percentage of square footage devoted to affordable housing, the income level at which the affordable units will be aimed, the family type at which the affordable units will be aimed, and how the affordable units will be integrated into the design of the building to support affordable households;
7. Proposed development schedule and related contingencies, if any; and
8. Description of any proposed additional project or neighborhood related amenities.

Bidders may consider multiple approaches to design (that conform to this RFP) and are encouraged to outline general design issues and recommendations that they believe will enhance the broader purpose of the Owner's objectives regarding this site. Bidders may also consider a phased development approach.

Local, Small, and Disadvantaged Business Enterprises (LSDBE) Participation Plan Employment Opportunities and Community Outreach Plan - The District of Columbia Municipal Regulations provide guidelines and goals for the participation of LSDBE contracts for professional and technical services, and construction contracting and purchasing. Bidders should submit for review a plan that considers all phases of development from establishment of the development team to operation and management of the proposed project.

Proposals should include a narrative or tabular description of the level of equity participation of LSDBEs in any and all phases of project's development. The District is also committed to its goals to advise neighborhoods of developments impacting their communities as well as provide employment opportunities for District residents. Proposals should include a narrative description of a cohesive approach to achieve these goals.

4.2 Selection Process and Evaluation Team

A community meeting will be conducted to provide the public an opportunity to receive presentations from the proposers. A Selection Panel will be established to review and grade the submissions on a scale of 100 points and to select one of the proposals. The Selection Panel will consist of one representative from:

- Office of the Deputy Mayor for Planning & Economic Development,
- Office of Planning,
- Department of Housing and Community Development (DHCD),
- District Division of Transportation (DDOT), and
- An ex-officio, non-voting member of the community selected by the Steering Committee. (The ex-officio member will not have access to any proprietary information submitted by Bidders.)

4.3 Evaluation Criteria

Qualifications, Experience and Financial Feasibility	25
Development Program and Concept Plans	20
Design Excellence	15
Financial Compensation	15
LSDBE Participation	15
<u>Community Responsiveness</u>	<u>10</u>
TOTAL	100

The Selection Committee will review and grade the submissions on a scale of 100 points, and at its sole discretion, it will select one of the proposals. Definitions of these evaluation criteria follow.

1. *Qualifications, Experience & Financial Feasibility (25 points)*

The Qualifications and Experience of team members as demonstrated by the development team members:

- prior experience developing the requested land uses,
- public/private developments and the ability to raise debt and equity capital for developments, in the District of Columbia or other comparable areas.

If the team is a joint venture, the qualifications of each will be reviewed in the context of the venture's experience working together on projects.

2. *Development Program and Concept Plans (20 points)*

The quality of the proposal will be demonstrated by:

- the thought and consideration in the proposed development program and design;
- the thoroughness evidenced in its implementation plan;
- the comprehensive understanding of the project's impact on other area development, residents and institutions;
- the overall project affordability;
- the number of units and total square footage devoted to affordable units, as well as the income level to which the units will be targeted. (This would include affordability beyond the 20 percent required.)

3. *Design Excellence (15 points)*

The District seeks high quality architecture for this site. This is demonstrated by:

- innovative design that defines the site as a "town center" and can contribute to a sense of place;
- the synergy of form and function and the way that it addresses adjacent properties and land uses, planned and existing.

4. *Financial Compensation (15 points)*

The proposing team's financial offer for either sale or ground lease will be evaluated in Present Value terms. Dependence on public subsidy will be included in the evaluation. Scoring will be proportional to the highest bidder.

5. *Local, Small, and Disadvantaged Business Enterprises (LSDBE) Participation and Employment Opportunities and Community Outreach Plan (15 points)*

The selected team must evidence the participation of minority and less advantaged businesses in the project team by:

- including both women and members of minority groups in prominent positions of non-minority owned businesses and in key areas such as urban design and project finance;
- involving minority team members in all elements of the team and at all levels of participation;
- equity participation of LSBDE firms in any or all parts of the project's development.

6. *Community Responsiveness (10 points)*

Throughout the planning process for the Georgia Avenue-Petworth Metro Station Area and Corridor Plan, the community has recognized the unique development opportunity this site offers to revitalize the area and bring neighborhood amenities. As such, the community has identified priority objectives for the site. In addition to meeting the five above-mentioned submission requirements, the proposals will be scored based on achieving these community objectives as outlined below:

Community Objective	Points Awarded
Parking/Traffic Management Plan <ul style="list-style-type: none"> • Address concerns about limited neighborhood parking by proposing parking alternatives, such as car sharing, public transit subsidies or other innovative methods, in addition to on-site parking spaces 	4
Home Ownership <ul style="list-style-type: none"> • At least 50% owner-occupied units • 100% owner-occupied units 	(4 points total) 2 2
Exceed 17,000 square feet minimum retail space requirement by 3,000 square feet	1
Quality of plan to provide desired community amenities including, but not limited to support to business/civic organizations, Georgia Avenue beautification projects, recreation center, orange hat patrols or other safety investment	1

4.4 Project Review

Required design reviews with the Office of Planning, the development team and their consultants will be scheduled after the development team is selected. These reviews will be part of the review process as the project proceeds to the entitlement phase. In addition, the selected development team must arrange and participate in at least one community forum held in the vicinity of the development site prior to present final building permit drawings. These requirements shall be met as part of the established process if the development team elects to develop as part of a Planned Unit Development (PUD).

4.5 Timetable

All bids must be submitted to the Government of the District of Columbia by 4:00 p.m. on Wednesday, October 15, 2003. All bids submitted after this time will not be accepted. The selection process will follow the timetable below:

Issuance of RFP	August 1, 2003
Bidder Conference / Property Tours	August 14, 2003
	<u>Conference</u>
	11am: John A. Wilson Building
	Mayor's Press Room, Ground Floor
	1350 Pennsylvania Ave. NW
	Washington, DC 20004
	<u>Tour</u>
	2 pm:
	Property Location

Proposals Due	October 15, 2003
Short List Recommendations	October 31, 2003
Presentations	November 12, 2003
Bidder Final Selection	November 24, 2003

Following receipt of written notification of this selection, the selected developer will:

1. Within seven (7) calendar days of receipt of this notification submit to the District of Columbia an additional one hundred thousand dollar (\$100,000) deposit in the form of a certified or cashier's check or letter of credit.
2. Within ninety (90) calendar days of receipt of this notification reach agreement on the construction schedule and construction milestone dates, any outstanding business and financial terms, and any remaining conditions of the purchase or ground lease and execute an Exclusive Rights Agreement. This Exclusive Rights Agreement will incorporate the schedule, the milestone dates and business details of the Land Disposition Agreement.
3. Within thirty (30) calendar days of executing the Exclusive Rights Agreement, the District of Columbia will finalize the designation of the developer for the Georgia Avenue-Petworth Metro Station site.

Following receipt of written notification of approval of the Exclusive Rights Agreement and designation as developer, the designated developer will:

1. Within seventy-five (75) days of receipt of this notification, complete and execute the Land Disposition Agreement and simultaneously submit to the District of Columbia, in the form of a certified or cashier's check or letter of credit, an additional one hundred fifty thousand dollar (\$150,000) deposit and an additional two hundred thousand dollars (\$200,000) representing a security deposit to guarantee settlement and to insure compliance with the District of Columbia's First Source Employment Program; and
2. Within fifty (50) days of receipt of this notification, the developer will submit all Design Development materials to the District of Columbia for a detailed review.
3. Within twenty-five (25) calendar days of receipt of the Design Development materials the District of Columbia will provide comments and/or approval of said materials. Should additional changes need to be made to the Design Development materials, the developer will have an additional fifteen (15) calendar days to submit revised Design Development materials to the District of Columbia.
4. Within thirty (30) calendar days of the required design and development approvals, the developer will accept possession of the Georgia Avenue-Petworth Metro Station site from the District of Columbia. For any delay beyond this date, the developer will pay the District of Columbia at lease commencement five thousand dollars (\$5,000) for each day of delay from this date to, and including, the lease commencement.

5. Within one hundred twenty (120) calendar days of possession, the developer will obtain demolition and excavation permits;

6. Within one hundred fifty (150) calendar days of possession, the developer will commence demolition and excavation and submit the Construction Documents and materials to the District of Columbia.

The designated developer must complete construction within either eighteen (18) months from commencing demolition or a District of Columbia-approved alternate date based on the Exclusive Rights Agreement .

The District of Columbia will return to the designated developer the following amounts, if the developer meets the following construction milestones on the dates the developer and the District of Columbia established during the 90-day exclusive right period and included in the Exclusive Rights Agreement:

1. Commence demolition, fifty thousand dollars (\$50,000).
2. Commence excavation, one hundred thousand dollars (\$100,000).
3. Successful implementation of the developer's program for LSBDE/First Source Employment Program participation, two hundred thousand dollars (\$200,000).
4. Complete construction of the Project, within eighteen (18) months from the commencement of demolition, one hundred and fifty thousand dollars (\$150,000).

4.6 Pre-proposal Meeting, Questions and Further Information

A pre-proposal meeting will be held on:

August 14, 2003, 11 am at John A. Wilson Building, Mayor's Press Room,
Ground Floor, 1350 Pennsylvania Ave. NW, Washington, DC 20004

Written questions will accepted until 4:00 p.m. on October 1, 2003 and can be sent to:

Des Bracey
Special Assistant, Housing & Special Projects
Office of Deputy Mayor for Planning & Economic Development
John A. Wilson Building
1350 Pennsylvania Avenue, N.W., Suite 317
Washington, D.C. 20004
des.bracey@dc.gov

Responses to all questions will be collated and sent to all respondents via email and posted to the Office of the Deputy Mayor for Planning and Economic Development website. (dcbiz.dc.gov).

4.7 Appendix

Form A: Pro forma Input

Form B: Five-Year Cash Flow Projections

Form C: Transit Ridership Calculation

Pro Forma Input Form for Petworth Metro Station

Developer

Address

Phone

Program of Uses:	Gross Square Feet
Office	
Retail	
Total Commercial	
Residential	
Parking	
Total	

Building Data:	Cost Per Sq Ft.	Cost
Gross Square Footage		
Building Area Below Grade		
Building Area above Grade		
Other Construction Costs	N/A	
Total Hard Costs		
	Net Sq Ft.	
Residential Net Rentable Square Feet		
Retail Net Rentable Square Feet		
Office Net Rentable Square Feet		

Development Expenses:	Cost
Construction Loan Principal	
Construction Loan Points & Fees	
Construction Loan Interest	%
Construction Period	months
Construction Interest Amount	
Permanent Loan Points & Fees	
Site Development	
Architecture & Engineering Fees	
Landscaping	
Insurance	
Leasing / Promotion Fees	
Legal & Accounting Fees	
Development Management Fee	
Other Fees, Permits & Expenses	
Real Estate Tax during Construction	
Reserves for Initial Operating Losses	
Contingency	
Total Soft Costs	
Total Building Costs (hard & soft)	
Sources of Capital	Amount
Construction Loan Principal	
Development Team Contributions	

Other Investor Contributions
Permanent Financing Principal

Building Rents/ Pricing:

	Number of Units	Net Square Feet Low	High	Rent Per Square Foot Low	High	Unit Rent Low	High	Vacancy Rate
Apartments								
Efficiency								
1 Bedroom								
2 Bedrooms								
3 Bedrooms								
Other: _____								
Total								
Townhouses								
2 Bedrooms								
3 Bedrooms								
4 Bedrooms								
Other: _____								
Total								
Retail								
Office								
Day Care								

Income & Expenses for First Year of Operations

Percent of Units Offered at Below Market Rent		%
Rental Rate for Market Rate Rental Units	per net sq. ft.	
Rental Rate for Below Market Units	per net sq. ft.	
Retail Rent Revenue	per net sq. ft.	
Office Rent Revenue	per net sq. ft.	
Parking Revenue	per space	
Retail Operating Expense	per net sq. ft.	
Office Operating Expense	per net sq. ft.	
Parking Expenses	per space	
Other Expenses		
Reserves for Replacement		
Additional Rent to DC from Percentage of Net		
Additional Rent to DC from Gross		
Annual Base Rent to DC		
Annual Percent Increase		
Periodic Percent Increase		
Frequency of Periodic Increas		

Leasing Information

Residential Units	Number of Units	Net Square Feet
Year 1		
Year 2		
Year 3 forward		
Residential Vacancy Rate	Percent	
Year 1		
Year 2		
Year 3 forward		

Permanent Mortgage Information

Year Received
Principal Amount
Term
Interest Rate
Constant

Internal Rate of Return

IRR Projection before Tax
Inflation Rate Used in Pro Forma

**Table 36. Estimate of Transit Trip Generation Potential
Near Metrorail Stations, by Land Use Type**

<u>Land Use</u>	<u>Typical Daily Person-Trip Generation Rate (per 1,000 S.F. GFA)</u>	<u>Typical Daily Transit Mode Share¹</u>	<u>Estimated Transit Trip Generation Potential (per 1,000 S.F. GFA)</u>
<u>Office</u>			
Downtown	15	35%	5.3
Close-in suburban stations	15	15	2.3
<u>Residential²</u>			
Close-in suburban stations	5	40 (35) ³	2 (1.8)
<u>Retail (major complex)</u>			
Downtown	30	40 (35)	12 (10.5)
Close-in suburban stations	30	25 (15)	7.5 (4.6)
<u>Hotel⁴</u>			
Downtown	14	20 (15)	2.8 (2.1)
Close-in suburban stations	14	15 (10)	2.1 (1.4)

¹ Transit as a percentage of all trips, including walk trips. Transit mode shares as a percentage of non-walk trips would be substantially higher, especially for office and retail uses.

² Assumes 750 square feet of building floor space per dwelling unit.

³ () - values derived as part of Development Related Ridership Survey, 1987.

⁴ Assumes 750 square feet of hotel floor space per guest room.

Note: Person-trip generation rates are "typical" rates, derived from a combination of sources, including data collected in this study, data from the M-NCPPC study of the Metrorail Red Line, and data from the Institute of Transportation Engineers' Trip Generation Manual. Rates for any individual site could vary widely from these typical rates.